



Driving Organic Growth and Collaboration with Propense.ai

LBMC | Top 40 Accounting Firm | Nashville, Tennessee

Challenge – Identifying cross-service opportunities for clients was a manual, time-consuming process. This inefficiency limited the firm's ability to drive organic growth and foster collaboration across its diverse service lines.

Solution – Propense automated the process of identifying high-value, cross-service opportunities with predictive analytics and data-driven recommendations. The platform was implemented with no need for additional model training, delivering immediate impact.

Results

Accurate Recommendations

- **87% Prediction Accuracy:** When analyzing 1,500 cross-sold services over a two month period, Propense had accurately recommended the individual service that was sold for 1,300 of the 1,500 cross-sales.
- **Client Feedback Alignment:** In a client feedback survey, LBMC asked its clients which additional services they wanted LBMC to provide to them. Propense's top service recommendations regularly aligned with the clients' answers, validating the models' insights.
- **Enhanced Precision:** For a consulting service sold 49 times in one month, Propense had accurately recommended the service for 98% of the clients to whom the service was sold (48 correct predictions).

Cross-Department Collaboration

- Propense's recommendations represent an average of three service lines per client, encouraging collaboration across teams and increasing client service diversity.

Balanced Coverage

- Propense's models ensured that 94% of the firm's service portfolio was represented in recommendations to its clients, enabling growth across all service lines without any customization to its models..

"We partnered with Propense because we recognize that we need a scalable, data-driven process for anticipating our clients' needs and deploying the full breadth of our services to serve them. Propense allows us to confidently predict which of our services will likely provide the most value to our clients and to ensure the most relevant LBMC professionals collaborate to provide these services. We're now better able to increase client service line diversity and provide the most comprehensive service to our clients."

- Suzanne Reed, Chief Marketing Officer